

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KUTV-TV Salt Lake City-Ogden	Date: 10/1/2012
---	---------------------------

I, Media Strategies and Research,
 being/on behalf of: Jim Matheson, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Congress
 in the General
 election to be held on: Tuesday, November 06, 2012
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 08, 2012			Sunday, October 14, 2012		

Total Charges: \$14,235.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 01, 2012

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTEN HENDERSON

Printed Name

POLITICAL ADVERTISING SPECIALIST

Title



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Contract # 1386457

Schedule Dates

10/08/12-10/12/12

Advertiser

Matheson for Congress (73730)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

add to schedule oct 8 through oct 14 (477802)

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

/

Phone/Fax

12258

CPE

Local/Political Candidate Agency BRD

Account Types

Standard

Billing Type

Comments

Media Strategies & Research-Denver

1580 Lincoln St

Ste 510

Denver, CO 80203-1507

Date Entered 10/01/12

Last Modified 10/01/12

Entered By Chantryce Diehl

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$2,135.25

Net Total \$12,099.75

Sales Tax

Salt Lake City (KUTV)

By Broadcast Month Spots Rate

Oct. 2012 19 \$14,235.00

Grand Total: 19 \$14,235.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/08/12-10/08/12	1	:30	5A- News-2 News This Morning 5a	1								1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/1/12
2.0	Normal Line / News	10/11/12-10/11/12	1	:30	5:30A- News-2 News This Morning 530a					1				1	\$350.00	\$350.00	Salt Lake City (KUTV)		10/1/12
3.0	Normal Line / News	10/08/12-10/10/12	1	:30	6A- 8A (MST)	1	1		1					2	\$550.00	\$1,100.00	Salt Lake City (KUTV)		10/1/12
4.0	Normal Line / SPOT	10/09/12-10/09/12	1	:30	8A- CBS-This Morning (New Title)		1							1	\$300.00	\$300.00	Salt Lake City (KUTV)		10/1/12
5.0	Normal Line / SPOT	10/11/12-10/11/12	1	:30	10A- CBS-The Young and the Restless					1				1	\$300.00	\$300.00	Salt Lake City (KUTV)		10/1/12
6.0	Normal Line / SPOT	10/12/12-10/12/12	5	:30	3P- Ricki Lake					1				1	\$150.00	\$150.00	Salt Lake City (KUTV)		10/1/12
7.0	Normal Line / News	10/09/12-10/11/12	3	:30	4P- News-2 News at 4p			1	1	1				2	\$175.00	\$350.00	Salt Lake City (KUTV)		10/1/12
8.0	Normal Line / News	10/08/12-10/12/12	3	:30	4:30P- News-2 News at 430p	1	1				1			2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/1/12
9.0	Normal Line / News	10/08/12-10/10/12	1	:30	5P- News-2 News at 5p	1	1		1					2	\$900.00	\$1,800.00	Salt Lake City (KUTV)		10/1/12
10.0	Normal Line / News	10/09/12-10/12/12	1	:30	6P- News-2 News at 6p			1			1			2	\$1,000.00	\$2,000.00	Salt Lake City (KUTV)		10/1/12
11.0	Normal Line / Prime	10/12/12-10/12/12	1	:30	9P- CBS-Blue Bloods (Friday)						1			1	\$2,000.00	\$2,000.00	Salt Lake City (KUTV)		10/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Kristen

10/2/12

PAYMENT RECEIVED



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Contract # 1386457

Schedule Dates

10/08/12-10/12/12

Advertiser

Matheson for Congress (73730)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

add to schedule oct 8 through oct 14 (477802)

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

/

12258

Local/Political Candidate Agency BRD

Standard

Date Entered

10/01/12

Last Modified

10/01/12

Entered By

Chantrayce Diehl

CO-OP

No

Headline

No

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$2,135.25

Net Total

\$12,099.75

Sales Tax

Salt Lake City (KUTV)

By Broadcast Month

Oct. 2012

Grand Total:

Spots

19

Rate

\$14,235.00

\$14,235.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / News	10/10/12-10/12/12	1	:30	10P- News-2 News at 10p				1	1	1			2	\$2,500.00	\$5,000.00	Salt Lake City (KUTV)		10/1/12
13.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	10:35P- CBS-The David Letterman Show		1							1	\$285.00	\$285.00	Salt Lake City (KUTV)		10/1/12
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:										Accepted-Station:									
Date:										Date:									
										Comments:									



Station Order Revised Add to Schedule

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

12258

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KUTV 5a News	EM	M-F		\$200.00	1							1
5:00 AM 5:30 AM			30	\$200.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 5:30a News	EM	M-F		\$350.00				1				1
5:30 AM 6:00 AM			30	\$350.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6a News	EM	M-F		\$550.00	1		1					2
6:00 AM 8:00 AM			30	\$1,100.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
CBS This Morning	EM	M-F		\$300.00		1						1
8:00 AM 9:00 AM			30	\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Young & Restless	DT	M-F		\$300.00				1				1
10:00 AM 11:00 AM			30	\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Ricki Lake	EF	M-F		\$150.00					1			1
3:00 PM 4:00 PM			30	\$150.00								
KUTV 4p News	EN	M-F		\$175.00		1		1				2
4:00 PM 4:30 PM			30	\$350.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 4:30p News	EN	M-F		\$200.00	1				1			2
4:30 PM 5:00 PM			30	\$400.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 5p News	EN	M-F		\$900.00	1		1					2
5:00 PM 5:30 PM			30	\$1,800.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6p News	EN	M-F		\$1,000.00		1			1			2
6:00 PM 6:30 PM			30	\$2,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Blue Bloods	PT	F		\$2,000.00					1			1
9:00 PM 10:00 PM			30	\$2,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 10p News	LN	M-F		\$2,500.00			1		1			2
10:00 PM 10:35 PM			30	\$5,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/1/2012 3:55:07 PM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



Station Order Revised Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

12258

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
Letterman	LF	M-F	\$285.00		1						1
10:35 PM 11:35 PM		30	\$285.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Station Gross Totals			\$14,235.00	4	4	3	3	5			19

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 10/1/2012 3:55:07 PM

KUTV-TV

Page 2 of 2



Station Order Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

12258

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
KUTV 5a News	EM	M-F		\$100.00								1
5:00 AM 5:30 AM		30		\$100.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 5:30a News	EM	M-F		\$350.00				1				1
5:30 AM 6:00 AM		30		\$350.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
KUTV 6a News	EM	M-F		\$275.00			1					2
6:00 AM 8:00 AM		30		\$550.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
CBS This Morning	EM	M-F		\$300.00		1						1
8:00 AM 9:00 AM		30		\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Young & Restless	DT	M-F		\$300.00				1				1
9:00 AM 10:00 AM		30		\$300.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Ricki Lake	EF	M-F		\$150.00					1			1
3:00 PM 4:00 PM		30		\$150.00								
KUTV 4p News	EN	M-F		\$175.00		1		1				2
4:00 PM 4:30 PM		30		\$350.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 4:30p News	EN	M-F		\$200.00					1			2
4:30 PM 5:00 PM		30		\$400.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 5p News	EN	M-F		\$400.00			1					2
5:00 PM 5:30 PM		30		\$800.00								
Sold out at LUR per KUTV. Move to L2 to clear.												
KUTV 6p News	EN	M-F		\$1,000.00		1			1			2
6:00 PM 6:30 PM		30		\$2,000.00								
Sold out at LUR per KUTV. Move to L1 to clear.												
Person Interest	PT	Th		\$1,350.00				1				1
8:00 PM 9:00 PM		30		\$1,350.00								
VICE PRESIDENTIAL DEBATE AIRS 7-9 PM ON 10/11. BIG BANG/2 1/2 MEN AIRS 9-10 PM.												
KUTV 10p News	LN	M-F		\$1,200.00				1	1			2
10:00 PM 10:35 PM		30		\$2,400.00								
Sold out at LUR per KUTV. Move to L2 to clear.												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/30/2012 3:29:42 PM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com

\$2500

\$3700
TO CLEAR



Station Order Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

12258

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
Letterman	LF	M-F	\$285.00	OK	1						1
10:35 PM 11:35 PM		30	\$285.00								
Sold out at LUR per KUTV. Move to L2 to clear.											
Station Gross Totals			\$9,335.00	4	4	3	4	4			19

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/30/2012 3:29:43 PM

KUTV-TV

Page 2 of 2